BRAINWARE UNIVERSITY

Term End Examination 2022
Programme – B.Sc.(MM)-Hons-2019/B.Sc.(AM)-Hons-2020/B.Sc.(AM)-Hons-2021/B.Sc.(AM)-Hons-2022
Course Name – Fundamentals of Art and Design
Course Code - BMMC101
(Semester I)

Full Marks : 60   **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question)   1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Assess the resulting colour when Saturation value is 0.

    a) Black   b) Appropriate shade of Gray
    c) White   d) No change occurs

(ii) Who developed the Gestalt's psychology of Design?

    a) Max Wertheimer   b) Wolfgang Köhler
    c) Kurt Koffka   d) Max Wertheimer, Wolfgang Kohler and Kurt Kofka

(iii) Choose which of the following laws of design is a Gestalt's Theory.

    a) Theory of Proximity   b) Theory of rule of thirds
    c) Theory of Golden Ratio   d) Theory of Golden Triangles

(iv) Which Gestalt's theory infer that a composition should not provide a sense of disorder or imbalance?

    a) Theory of Symmetry   b) Theory of Continuity
    c) Theory of Proximity   d) Theory of Closure

(v) Name the pioneer of the Renaissance Art.

    a) Giotto   b) Masaccio
    c) Gainsborough   d) John Constable

(vi) Choose the animal that has not been represented in the Cave Paintings of Chauvet Cave.

    a) Horses   b) Cows
    c) Rhinocerous   d) Megaloceros

(vii) Select the state where "Madhubani" folk art originated in.

    a) Assam   b) Bihar
    c) West Bengal   d) Odisha

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(viii) Identify the state where Warli Painting originated as a folk tradition.

a) Gujarat
b) Rajasthan
c) Odisha
d) Maharashtra

(ix) Identify the notable artists of the High Renaissance period.

a) Salvadore Dali
b) Leonardo Da Vinci
c) Cimabue
d) Vincent Van Gogh

(x) Choose the corresponding three dimensional shape of the two dimensional shape - Triangle.

a) Sphere
b) Cylinder
c) Sphere and Cylinder
d) Pyramid

(xi) Choose the appropriate answer to define Legibility.

a) How easily or clearly the text can be read.
b) How eligible or appropriate is the text as per subject.
c) How correctly the text has been written.
d) None

(xii) Choose the Serif Font from the following options of font.

a) Arial
b) Calibri
c) Verdana
d) Times New Roman

(xiii) Which of the following interprets the 'B' component in LAB colour mode?

a) Green - Red colours
b) Blue - Yellow colours
c) Blue - Red colours
d) Green - Yellow colours

(xiv) Select appropriate word to fill in the blank. _____ is the distance between the baselines of successive lines of text.

a) Kerning
b) Tracking
c) Leading
d) Gapping

(xv) Select the Primary colour mode.

a) LAB
b) HSB
c) CMYK
d) RGB

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Interpret the use of Pixel Aspect Ratio in Digital images. (3)
3. Classify five basic Color schemes. (3)
4. Infer the usage of Golden Ratio for better designing of Logos. (3)
5. Explain the theory of Unity in Composition. (3)
6. Discuss about elements of Composition. (3)

OR

Describe Shape. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe the Cave art of India. (5)
8. Discuss about the Gestalt's Laws of Design. (5)
9. Distinguish between Serif and Sans Serif font. (5)
10. Compare between various colour modes. (5)
11. Illustrate the use of Rule of Thirds in creating a good composition. (5)
12. Distinguish between Primary colour and Secondary colour in digital colour system. (5)

OR

Assess the points of differences between Additive colour and Subtractive colour. (5)